



ACES HIGH CASINO NIGHTS
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Casino Fundraiser Party

Guidelines

The purpose of these notes is to serve as a guide to anyone planning a casino party fundraising event. There are certain points listed that might not be applicable to your event. However, we have attempted to address the typical scenarios an organizer will likely encounter. Good luck with your event.

Establishing and Realizing Your Financial Goal

1. Goal:

Generally when asked the question, "How much money would you like to raise at this event?" most hosts realize that they haven't given it enough thought. Having a realistic goal of how much money you would like to raise is the key starting point. It should determine the price of your entrance fee and the limit of your expenses.

Decide how much money you would like to make from this event. Draft a statement of your proposed Revenue and Expenses. Obviously the key to your bottom line is to maximize your revenue and minimize your expenses. As fundamental as this concept is, most organizations disregard it when running one of these events.

2. Revenues:

Revenue for a fundraiser will typically take a form of one, some, or all of the following:

Ticket Sales, Table sponsorship, Drink sales, Food, Auctions, Additional script purchase

Ticket Sales: Delegate the task of ticket sales to more than one person. It is far easier for 20 people to sell 10 tickets than it is for 1 person to sell 200 tickets. Hold each of the 20 people responsible for their allotment of tickets.

Bottom Line: This is usually your primary source of revenue and the financial success of your event depends on meeting your goal tickets sold.

Table Sponsorship:

Find at least one table sponsor for each casino table being used and the sponsored amount should generally be at least \$100. Encourage your sponsors to provide “gag” gifts that promote their business to be distributed at “their” table. For example-a blackjack table sponsored by a dentist could give away a free toothbrush (with the sponsor’s name imprinted) for each blackjack that is dealt. Or, the dealer could be dressed in the sponsor uniform. Make your sponsors feel as though they are getting value for their donation and not only are they more likely to attend the event, getting a similar sponsorship the next year will be much easier. Bottom line: Table sponsorship should cover at least the entire rental cost of the casino equipment and staff.

3. Expenses:

Again, the fundamental rule regarding expenses is to keep them to a minimum without compromising your event.

Typical expenses incurred hosting a casino event:

Facility costs, decorations and props, casino equipment rental and dealers, beverage costs, food costs, insurance and clean up.

All the point addressed below carry the same caveat: “without compromising your event”

Facility Costs:

Invariably, free is the key word here. Attempt to secure a facility at no cost to your event. There are generally several organizations that are open to making their facility available at little or no charge.

Decorations and Props:

Often balloons and streamers or ribbon will suffice when decorating the event facility. Always weigh up the cost of any props you are considering using. People are typically not at your event for the decorations. Solicit donations if possible, however, prioritize a table sponsorship donation ahead of prop donation almost every time.

Casino Equipment Rental and Dealers:

Provide the casino operator with accurate head counts so the appropriate amount of equipment is supplied. Too much equipment on hand results in a bigger expense and having to few tables to accommodate your guests is one of the surest ways to spoil your event. Our equipment and Dealers are licensed by the state. So we cannot have volunteers work the tables.

Beverage Costs:

Arrange with your beverage supplier to be able to return all unopened bottles. This way you only have to pay for the beverages you have sold.

Insurance:

Some facilities might require a one night insurance coverage policy for your event, especially if you are not being charged for the venue.

Clean Up:

Designate a team of volunteers to take care of the Facility cleaning.

4. Determining Ticket Price

Ask the following questions:

How much money do you want to make? = NET PROFIT

How many tickets can you sell for this event= TICKETS

What is the total of all expenses?=EXPENSES

What is the total of my net profit plus all my expenses?=GROSS

NET PROFIT+EXPENSES + GROSS

GROSS/TICKETS=TICKET PRICE

Example:

We wish to raise \$3500 from our event

Our intention is to sell 200 tickets

Our total expenses are \$1500

$\$3500 + \$1500 = \$5000$ (Gross)

$\$5000 / 200 \text{ tickets} = \25.00 per ticket

What then needs to be determined is if this price is appropriate for what you intend to provide your guests and will your market support the sale of your proposed quantity of tickets at this price. Remember that you might even be under charging your guests.

By selling the proposed number of tickets and following the guidelines above you will always realize at least your intended net profit and in most cases a higher amount. However, if you don't sell your intended number of tickets or if your expenses are higher than budgeted; your net profit is adversely effected in both cases.

5. It will be all right on the night if...

Things to know before the event:

Set up early at the facility

Have change available at the "cash desk"

Have additional script and drink tickets at cash desk

Have a public address system on hand to announce prizes etc.

Have sponsors signs in place on all tables

Post signs prominently indicating chip denominations

Post information about buying more script

Clearly indicate location of cash desk

Have change or drink tickets available at bar or bars

Designate all tasks ahead of time-specifically breakdown and clean up

Keep thorough notes for your next event-the second time is always easier

Good Luck!